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TIMES-UNION

Gainesville, Fla.
July 10, 1963

Tobacco Institute Urges No Appeals Aimed at Youths

WASHINGTON, July 9 (AP)—The president of the Tobacco Institute suggested today that cigarette advertising in all media should not make any appeals to young people.

"In keeping with the position of the industry that smoking is a custom for adults, cigarette advertisements should not give a contrary impression," George V. Allen said in a statement. "Persons featured in advertising should be, and should appear to be, adults."

Allen said also that radio or television programs which are directed particularly at youngsters should not be sponsored by cigarette manufacturers.

He said this was preferable to "arbitrary restriction of sponsorship to certain hours of the listening or viewing day."

Last month Canadian tobacco manufacturers announced they would not run cigarette commercials on radio or television before 9 p.m.

At the same time last month Allen announced that several major U.S. manufacturers had decided to drop their cigarette advertising and promotion campaigns on college campuses.

The institute represents firms that make almost all U.S. cigarettes.

CALL

Allentown, Penna.
July 10, 1963

Tobacco Industry Will End Appeals To Young People in Advertisements

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HUMBOLDT TIMES

Eureka, Calif.
July 10, 1963

Council Asks 'Adults Only' Tobacco Ads

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TRIBUNE

Great Falls, Mont.
July 10, 1963

Cigarette Ads Pointed at Youth Hit

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EXPRESS

San Antonio, Texas
July 10, 1963

Cigarette Ad Youth Appeal To Make Exit

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In May, the National Congress of Parents and Teachers, meeting in Miami, voted to step up its campaign against teen-age smoking. The Congress invited advertising representatives and tobacco manufacturers to discuss the matter of cigarette advertising at a meeting in Chicago this fall.

In his statement Tuesday, Allen said, "I wish to restate and reaffirm the tobacco industry's position that smoking is a custom for adults and that it is not the intent of the industry to promote or encourage smoking among youth."

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